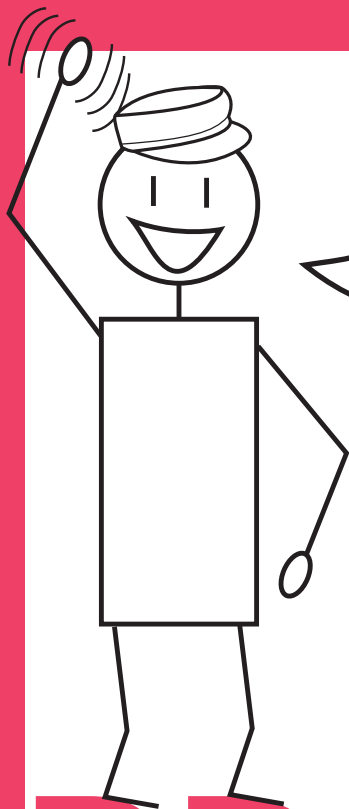


# PDP

**WORKING KIT**





*Hello to you, dear reader. Welcome to PDP a course that will take you to an adventure.*

*In this working kit we have included all the necessary data that will help you not only cope but thrive on the PDP journey.*

*We hope this kit will nudge something deep inside and expand your abilities to go towards the unknown!*

# PDP

## **WORKING KIT INCLUDES**

- WHAT PDP OFFERS
- WAYS TO SURVIVE
- INTRODUCTION OF THE STAFF

**IF YOU HAVE ANY QUESTIONS,  
PLEASE CONTACT**

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**This Working kit belongs to:**

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©PRK

# PDP

## WORKING KIT INCLUDES



**4**

**PDP OFFERS**



**5**

**READING**



**6**

**SCHEDULE**



**11**

**DEFINITIONS**



**12**

**PROJECT MANAGER BASICS**

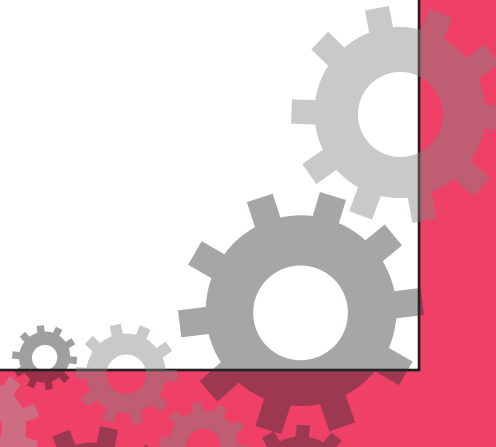
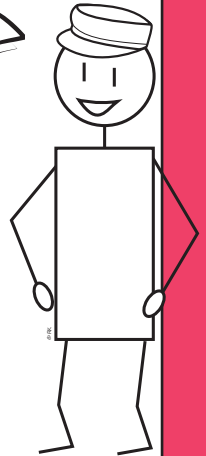


**13**

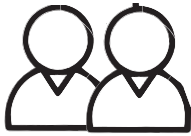
**STAFF**

*In this working kit, you will  
see different steps.*

*Following these steps will help  
you stay on the right path before,  
during and after the PDP adventure.*



# PDP OFFERS



**OPPORTUNITY TO WORK WITH  
REAL COMPANY CLIENTS**



**ACCESS TO MACHINES  
AND FACILITIES**



**OPPORTUNITY TO LEARN  
HOW TO USE CANVAS**



**SEE INSIDE THE  
PROCESSES**



**FREE COFFEE IN  
THE KITCHEN**



**INNOVATE NEW IDEAS**



**TOOLS FOR PRODUCT  
DEVELOPMENT**



# PDP

## READING

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SKIM THROUGH THE FOLLOWING  
BOOKS DURING PDP:

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### BOOK 1

#### THE ULTIMATE BUSINESS DESIGN GUIDE

Faljc, A. (2019). d.MBA

### BOOK 2

#### DESIGN A BETTER BUSINESS : NEW TOOLS, SKILLS, AND MINDSET FOR STRATEGY AND INNOVATION

Patrick Van Der Pijl, Justin Lokitz,  
Lisa Kay Solomon, Maarten van Lieshout,  
and Maarten van Lieshout

### BOOK 3

#### LEAN SERVICE CREATION : THE HANDBOOK

Sarvas, R., Nevanlinna, H. ja Pesonen, J.  
(2016). Futurice. Version 1.4.

### BOOK 4

#### DESIGN THINKING : NEW PRODUCT DEVELOPMENT ESSENTIALS FROM THE PDMA

Abbie Griffin, Charles H. Noble,  
Serdar S. Durmusoglu, Michael I.  
Luchs, and Scott Swan

### BOOK 5

#### WHO MOVED MY CHEESE

Dr. Spencer Johnson



# PDP

## SCHEDULE

JANUARY

DESIGN FACTORY  
E-BUILDING, VISAMÄKI UNIVERSITY CENTER

### PROGRAM:

21.1. 16 -19 PDP START

22.1. 16 -19 TEAMS

28.1. 16 -19 PROJECTS

WEEK

### SUBJECTS:

**WEEK 4: KNOWLEDGE BUILDING & EMPATHY**

KNOWLEDGE BUILDING CANVAS, BUSINESS OBJECTIVE AND CONTEXT PERSONA, EMPATHY MAPPING, DATA

**WEEK 5: DESIGN THINKING & PROJECT CANVAS**

DESIGN THINKING PROCESS, IMPLEMENTATION, DESIGN CRITERIA, PROJECT CANVAS & PROJECT PLAN

● WEEKLY MEETING

● OPTIONAL

6



# PDP

## SCHEDULE

FEBRUARY

DESIGN FACTORY  
E-BUILDING, VISAMÄKI UNIVERSITY CENTER

### PROGRAM:

4.2. 16 -19 PLAN

11.2. 16 -19 IDENTITY

12.2. 16 -19 T-SHIRT DESIGN

18.2. 16 -19 PROGRESSION

19.2. 16 -19 ASSISTANCE

● WEEKLY MEETING

● OPTIONAL

WEEK

### SUBJECTS:

**WEEK 6:** DEFINITION & IDEAS  
BUSINESS MODEL CANVAS, WALL OF IDEAS, HOW MIGHT WE...?

**WEEK 7:** CONCEPT  
NAME, HOW DOES IT WORK, VALUE PROPOSITION

**WEEK 8:** PROTOTYPE & EXPERIMENT  
DRAW THE FIRST PROTOTYPE, DESIGN EXPERIMENT & DO IT! – EXPERIMENT EVALUATION, PREPARE 1ST PITCH





# PDP

## SCHEDULE

**MARCH**

DESIGN FACTORY  
E-BUILDING, VISAMÄKI UNIVERSITY CENTER

### PROGRAM:

5.3. **HALFWAY  
GALA**

END OF SPRINT 1

10.3. 16 -19 **ONBOARDING**

17.3. 16 -19 **TEAMS**

24.3. 16 -19 **ASSISTANCE**

31.3. 16 -19 **IDENTITY**

WEEK

### SUBJECTS:

**WEEK 10: MVP & GALA**  
MOSCOW – MUST SHOULD COULD WON'T,  
REFLECTION OF THE 1ST SPRINT, PROJECT  
PLAN 2.0

**WEEK 11: RE-START**

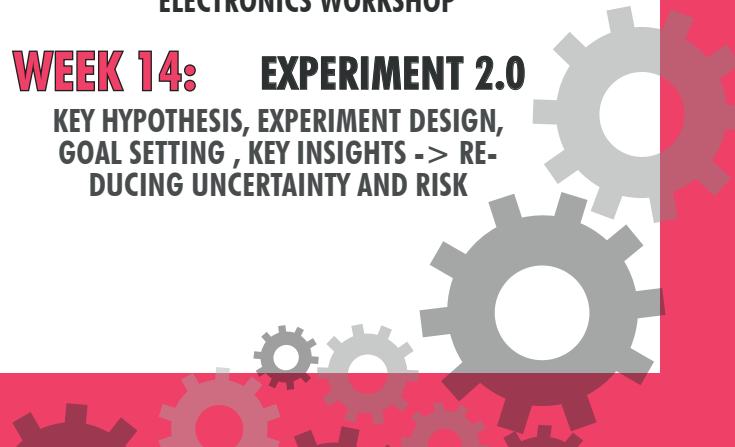
**WEEK 12: BUSINESS DESIGN**  
BUSINESS OBJECTIVE AND CONTEXT, FINANCIAL  
PROTOTYPING, FEASIBILITY P.O.V, CO-OPERATION  
DESIGN, OPERATIONS DESIGN, PURCHASES

**WEEK 13: TEST DESIGN**  
HYPOTHESIS, EXPERIMENT, KEY INSIGHTS,  
ELECTRONICS WORKSHOP

**WEEK 14: EXPERIMENT 2.0**  
KEY HYPOTHESIS, EXPERIMENT DESIGN,  
GOAL SETTING , KEY INSIGHTS -> RE-  
DUCING UNCERTAINTY AND RISK

● WEEKLY MEETING

● OPTIONAL



# PDP

## SCHEDULE

APRIL

DESIGN FACTORY  
E-BUILDING, VISAMÄKI UNIVERSITY CENTER

### PROGRAM:

8.4. 16 -19 **ELECTRONIC  
WORKSHOP**

15.4. 16 -19 **PROGRESSION**

21.4. 16 -19 **PROTOTYPING**

28.4. 16 -19 **PROTOTYPING**

WEEK

### SUBJECTS:

#### WEEK 16: PROTOTYPE BUILDING

VISUAL PROTOTYPE, FUNCTIONALITY &  
FEATURES, USER JOURNEY AND INTERFACE

#### WEEK 17: PRESENTATION MATERIALS

PITCH DECK, VIDEO, CUSTOMER JOUR-  
NEY MAPPING (TOUCHPOINTS, SERVICE  
EVENTS AND EXPERIMENT)

#### WEEK 18: PROTOTYPE BUILDING

FINALIZATION, ASSEMBLY IF NEEDED, ME-  
CHANICS, ELECTRONICS, CUSTOMER NEED  
ANALYSIS, KEY HYPOTHESIS, MVP 2.0

● WEEKLY MEETING

● OPTIONAL



# PDP

## SCHEDULE

**MAY**

**DESIGN FACTORY**  
E-BUILDING, VISAMÄKI UNIVERSITY CENTER

### PROGRAM:

**8.5. PDP FINAL GALA**

WEEK

### SUBJECTS:

**WEEK 19: GALA**  
**ALL DONE!**



# PDP

## DEFINITION OF THE DESIGN SPRINTS OF PDP

### SPRINT 1

#### PREPARE

Start from yourself. Ask four questions: Who am I? What I know? Who I know? How do I learn? and What can I do? Then write a screen play about what you can and will do with whom.

#### EMPATHIZE

Listen, observe, engage, talk, and interview people with and to whom you are trying to solve a challenge. Try to live somebody else's life a short while or create a persona.

#### DISCOVER

Curiously search and see secondary data, information and inspiration about the topic and themes related to the challenge. Make a picture of concepts. Remember, everything matters.

#### DEFINE

Formulate a question "How might we..." solve a challenge by creating options and possibilities. Set must, could, should and won't criterion to answer the questions. Remember, focusing to ask questions direct your actions.

#### DEVELOP

Create a lot of ideas, with your group based on the criterion, combine ideas, make choices and design a concept of a solution. Then, build a prototype to get first experience and feedback to the solution. Remember, it is easier to ideate than it is to transform ideas into tangible concept. That is learning!

#### EXPERIMENT

Set a hypothesis and present your prototype to the users, ask them to try and use it, while you observe and collect feedback on experiences and impression. Remember, feedback helps you to get your solution right. That is also learning!

### SPRINT 2

#### DELIVER

Design your minimum viable product based on the feedback and your insights. Then plan a communication and marketing message, channels and target groups. Launch and start monitoring marketing activities and customer experiences. Remember, the first customers are your users who have been engaged in the designing process and tested the solution already.

#### REPEAT

Design doing is all about learning, changing point-of-views and making it again, frequently and systematically, design will never end. Remember, it is people that matter, if we really want to improve other people's lives by designing better products, services, business models and learning, we should do design work with them. And then repeat, we all learn!

# PDP

## PROJECT MANAGER BASICS

### COMMUNICATION

Choose the communication channel with your team and collect all the information about the project in one place.

### ROLES

Make sure every team member has their own role and they complete the tasks that is needed of them.

### SCHEDULE

At the beginning make a rough plan for what is about to happen.

### CLIENT

One person (usually team manager) communicates with the client about the progress.

### PROGRESS

Make sure your project is keeping up with the schedule and everything is moving smoothly

### TEAM

Team building is important at the beginning so make sure everyone is feeling welcome and the atmosphere is good.



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